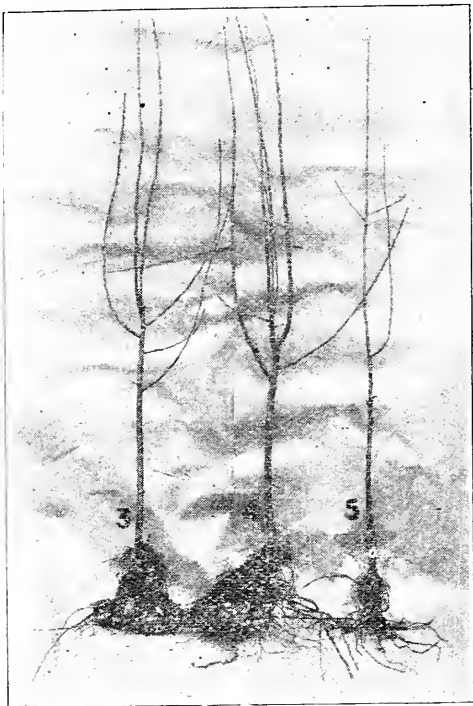


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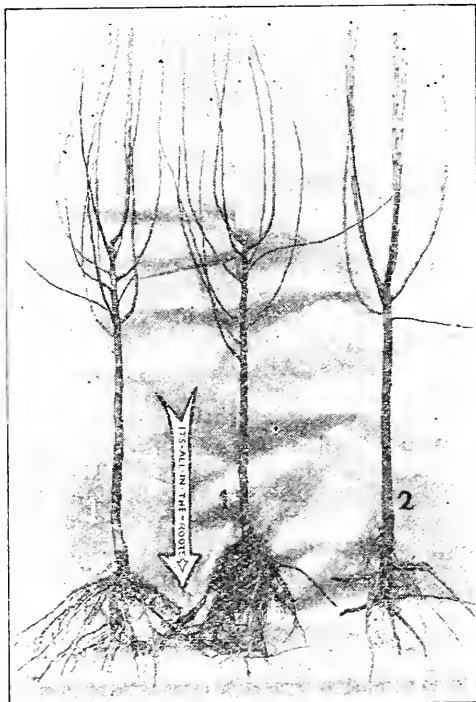
Here is a photograph of three trees of the Just as Good Kind. Offered at low prices. Just a few cents under the price of quality trees. The bodies look fine, nice smooth and straight. BUT, look closely at the roots. Do you see anything wrong with Nos. 3 or 4? They look like they had a nice bunch of fibrous roots, don't they? Here's what is wrong with them: First, they are Piece Root Grafted Trees. Just a small portion of each seedling root used in making the graft. These trees will be shallow rooters, short lived trees. They won't stand up in a hard wind. If they live to bear fruit, the fruit in most instances will be small and of poor quality. These trees won't bear long—they'll produce a few crops, then die, and you have had your hard work for nothing. But that's not all—No. 3 has crown gall disease which makes the tree weak in vitality and easily blown over. No. 4 has "Hairy Root." They are not thrifty fibrous rootlets. Such a tree cannot root deeply. No. 5 you have rejected without our telling you why. So we won't mention the reason. No. 2 in the bottom picture is another piece root graft tree. It has a fine body—finer can't be grown—and it looks like it would be a heavy bearer and a deep rooter but the root shows it won't. If you got a bale of trees at the express office like these and opened them up and looked at the bodies you would feel greatly pleased and entirely satisfied. They would look fine planted too. But years will tell. For it's all in the roots. **YOU WON'T GET TREES LIKE THESE FROM US**

We wont sell such trees WE BURN THEM.

LOOK AT No. 1—These are whole root grafted trees. Only one seedling root used to each tree, for "The seat of vital life lies in the natural crown—when the wood cells blend with the root cells. But one **healthy, permanent** tree can be grown from a single seedling stock." That's why we say, "It's all in the roots." Trees like these will stand up in a hard wind, are deep rooters, thrifty vigorous growers, heavy root systems, and will live long and pay well. These are specimens,

We produce Trees like No. 1 

Schell thinks are the right quality for his customers. The kind he sells direct to you on a one profit plan. They cost a few cents per tree more, are worth many times the first cost in the long run. Which will you plant?



BY AN OVERWHELMING MAJORITY

The People of the Food Producing Southwest Proclaim THE WICHITA NURSERIES AND SEED HOUSE, Dependable as regards Quality, Price and Service

The Following extracts from a FEW of the MANY HUNDREDS of letters we have in our files, show THE REASON.

"Pleased"—Mr. George L. Patterson, Woodward, Oklahoma, says: "We planted the trees which you sent and are very well pleased."

"Well Satisfied"—Mrs. A. L. Schott, Perry, Oklahoma, remarks: "Received the trees in good shape and are very well satisfied with them."

"Doing Nicely"—Mr. T. P. Phillips, Elk City, Kansas, says: "Will say the trees were received in fine shape and are doing nicely."

"Doing Well"—Mrs. M. J. Murrell, Neodesha, Kansas, writes: "Trees received in fine shape and doing well."

"Much Pleased"—Mr. S. H. Stickley, Canadian, Texas, concludes with: "Received the trees all in good shape and very much pleased."

"Sending Another"—Mr. W. C. Reavis, Earlsboro, Oklahoma, prefaces an order with: "I am very much pleased with the last order and am sending you another one."

"Received in Fine Shape"—Mr. A. F. T. Anderson, Marquette, Kansas, says: "I received the trees in fine shape and they are doing nicely."

"Pleased with Them"—Mr. N. H. Mendenhall, Haviland, Kansas, says: "The trees looked nice and were well pleased with them."

"Very much Pleased"—Mr. Robert Mayse, Ashland, Kansas, recently writes: "Received the trees and very well satisfied."

"Fine Shape"—Mr. James McArthur, Estelene, Colorado, reports: "Received the trees in fine shape and thank you very much."

"Much Pleased"—Mr. James Lyon, Wellington, Kansas, says: "I received the seeds and they were very fine in every way."

"Doing Well"—Mr. James Isham, Liberal, Kansas, says: "All the trees I have received from you so far are doing fine and wish to place another order with you soon."

"Well Satisfied"—Mr. A. Stoalabarger, Blue Jacket, Oklahoma, writes: "The trees you sent me are just growing fine and I wish to send you another order in this mail."

"Good Shape"—Mr. A. S. Heptig, Horton, Kansas, Says: "The trees arrived all in good shape and very much pleased."

"Wish You Luck"—Mr. Robert Geesling, Turon, Kansas, replies: "I received my trees all in fine shape and wish you the best of luck and success in your business."

"First Class Shape"—Mr. William E. Case, Perkins, Oklahoma, closes with: "I thank you for prompt shipment and found them to be in first class shape."

"Another Order"—Mr. C. S. Gillespie, Globe, Arizona, starts a letter with: "I have had such good luck with your stock would like to place another order with you."

"All in Good Shape"—Mr. John Duncan, Waynoka, Oklahoma, sends the message: "We received the trees all in very good shape."

"Hedge Plants Fine"—Mr. W. S. Teague, Laharpe, Kansas, has this to say: "The Hedge plants were very fine and received all O. K."

"Fine Shape"—Mr. Henry Ellsworth, Spivey, Kansas, appreciative he says: "I thank you for the trees and they were received in fine shape."

"Very Fine"—Mrs. Ruth Perry, Cushing, Oklahoma, writes us: "The trees were received in first class shape and are very fine."

"Pleased"—Mr. John Henriks, Alva, Oklahoma, tells it this way: "I am very much pleased with the order you sent me."

"Orchard Looks Good"—Mr. Joe Getz, Lakamp, Oklahoma, says: "The prospects for my orchard look very good owing to the good trees I received from you."

"Excellent"—Mr. Cyrus Cooper, Elk City, Oklahoma, is "strong for us," he writes: "The trees I received from you were in excellent condition and look very good."

"More Than Pleased"—Mr. Martin S. Doerksen, Meade, Kansas, enthusiastically writes: "I received the shipment all O. K. and am more than pleased."

"All O. K."—Mr. E. R. Manning, Raton, New Mexico, writes briefly: "The cherry trees I received in good condition and all O. K."

"Much Pleased"—Mr. J. L. Gibbs, Pryor, Oklahoma, says: "We received the order all right and very much pleased."

"Wish You Success"—Mr. F. E. McMichael, Penalosa, Kansas, says: "The trees I received were all in fine shape and wish you much success in your future business."

"All Good"—Mrs. Alice M. Meeks, Cushing, Oklahoma, writes in part: "My bill of goods received and all in good shape."

"Looking Fine"—Mrs. E. A. Livingston, Fravel, Kansas, Commences with: "Received my trees all right and they are looking fine."

"Fine Trees"—Mr. John A. Paine, Lipscomb, Texas, says: "The trees I received from you were very fine."

"Very Fine"—Mr. H. McNett, Weeping Water, Nebraska, remarks: "The fine trees I received from your nursery speak for themselves."

"Look Fine"—Mr. Oscar Allison, Fall River, Kansas, tells us: "I received my order of trees and have them set out and they look fine."

"Good Prospects"—Mr. Wm. Black, Farmington, Mo., made a good buy: "The trees I bought of you are just looking fine and I have prospects of a good orchard."

"Satisfied"—Mr. W. E. Combs, Mulhall, Oklahoma, puts it this way: "Your shipment of trees received and very well satisfied."

"Well Pleased"—Mr. Rose King, Bayard, Kansas, says: "Am well pleased with the trees in every way."

"Very Fine"—Mr. Hartwell Wilson, Moline, Kansas, says emphatically: "The trees I bought of you are very fine."

"Looking Good"—Mr. Frank S. Bush, Benton, Kansas, writes: "Was well pleased with my order and everything looking good."

"Very Much Pleased"—Mr. W. B. Clare, Hominy, Oklahoma, don't hesitate: "Your trees arrived in fine shape and very much pleased."

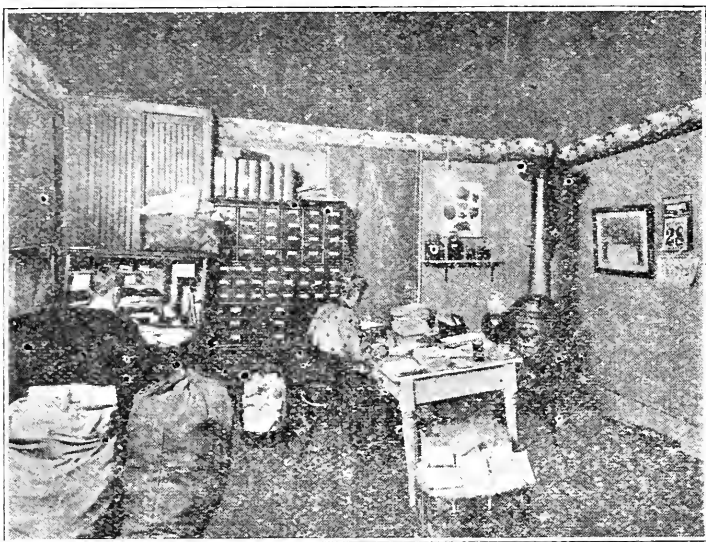
"Fine Shape"—Mrs. Leona Jefferis, Kincaid, Kansas, writes about small fruit: "The berries I received are all in fine shape."

"Good Order"—Mr. A. E. Golladay, Tipton, Oklahoma, says: "Your fruit trees arrived in good order and am very much pleased."

Schell is the Originator of the Direct to You, One Profit Plan of Selling

We Lead—Others Follow

Best in Trees, Plants and Seeds



Here is a corner of our mailing room at the left, showing a day's mail.

Mail from our offices goes to all parts of the country.

Our famous "Ocean to Ocean" packages insure their arrival in just the right condition for planting.

No Diseased Trees in Our Nurseries

Our Stock is Fully Inspected and EACH ORDER is accompanied by a Certificate of Inspection, as provided by the laws of the different States.

WICHITA NURSERIES

AND

SEED HOUSE

NURSEYMEN — LANDSCAPE GARDENERS — SEEDSMEN

WICHITA

KANSAS

TWO NURSERIES

WICHITA & WINFIELD, KANSAS